

# Utah Office of Tourism Board Meeting

Capitol Hill Complex  
Room W-110

November 3, 2006  
10:00 a.m.

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## Present

### Board Members

Kim McClelland  
Bob Bonar  
Steve Burr  
Frank Jones  
Jeff Robbins  
Shelleice Stokes

Colin Fryer  
Steve Lindburg  
Hans Fuegi  
Bob Syrett  
Mona Given  
Georgianna Knudson

### Staff

Leigh von der Esch  
Mike Deaver  
Elaine Watts  
Kelly Day

Tracie Cayford  
Stan Nance  
Dave Williams

### Guests

Red Oelerich  
Nathan Rafferty  
Raelene Davis  
Rick Maw  
Nan Anderson  
Pam Westwood  
Thomas Cooke  
Steve Driggs  
Roxie Sherwin  
Joyce Kelly  
Stephen Dark  
Jo Sojourner  
Bill Malone  
Denise Miller  
Jeff Wright  
Evan Bonar  
Brian Merrill  
Brice Wallace  
Mike Gorrell  
Marian Delay  
Bruce Fullmer

### Organization

Outdoor Utah  
Ski Utah  
Ski Utah  
Utah.com  
UTIC  
Salt Lake CVB  
Struck Creative  
Struck Creative  
St. George CVB  
St. George CVB  
Salt Lake City Weekly  
Wayne County Travel Council  
Park City CVB  
SMARI  
Struck Creative  
  
Utah Guides & Outfitters  
Deseret Morning News  
Salt Lake Tribune  
Moab Travel Council  
Garfield County Travel

## Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance.

## **Minutes**

Kim noted that the minutes of the September 15 meeting were not voted on at the meeting in Vernal because of the lack of a quorum. He asked for a motion to approve or amend the minutes of the September 15 meeting held in Brigham City.

**MOTION:** Shelleice made a motion to approve the minutes as written. Bob Bonar seconded the motion and it carried unanimously.

Leigh commented that since there was not a quorum present for the October meeting in Vernal, that it was not necessary to approve the minutes of that meeting included in the board packet.

## **Co-Op Committee Report**

Hans reported that the Co-op Committee had met and discussed several options for distributing the remaining \$500,000 left in the fund. The Committee had also seen a proposal from Greg Gilstrap of Madden Publishing to print color travel inserts to go in large newspapers in targeted markets. Many of our surrounding states have done this, and it has worked well for them. This also gives our partners around the state an opportunity to purchase ads in various sizes in these inserts. The state would purchase the shell and private entities could then partner with us to get their message out in markets that they otherwise probably couldn't afford. Denise Miller commented that the research they have done for other states shows that these are very effective.

The committee recommended that we allocate up to \$250,000 to participate in the newspaper insert project, with the state paying for half of an ad, and a partner paying for the other half. This fund would only be available to entities that would qualify under the co-op funding guidelines. The remaining \$250,000 in the co-op fund would be set aside for special opportunity projects that come along during the year. The committee did not decide what those projects might be, but they will determine that with some help from the staff.

Mike clarified that there is \$200,000 available in the Tourism Marketing Performance Fund, which would purchase the 'shell' of the insert and the \$250,000 from the Co-op Fund would be allocated to co-op ads in the publication. He commented that the Madden program gives smaller entities an opportunity to play and also provides tracking and measurement to reinforce our research. Private industry could also participate by purchasing ads that will appear in Sunday travel sections in targeted markets next summer.

Colin thanked the Co-op Committee members for their hard work, but he is disappointed with the decision because he doesn't feel that it addressed the fairness issue that he brought up.

Shelleice stated that she thinks this changes the way the Co-op Program functions and asked, on behalf of UTIC, that the committee reconsider opening up another round of co-op applications for the \$500,000 remaining in the program for this year.

Jeff commented that if we make major changes to the program along the way, it makes it difficult for our partners and difficult to administer the program.

Hans responded that this is a unique circumstance and the committee does not foresee having money

left in the fund in the future so they did not feel that there should be a policy change at this time.

Frank noted that Shelleice's position was advocated to the committee, but it was rejected.

Mona commented that she believes the committee did due diligence in scoring the applications, assisting entities before the applications were submitted, they participated in two days of oral presentations, and awarded funds to those entities that qualified under the criteria established and approved by the board. The Madden project gives our partners an opportunity to participate if they choose to.

Colin stated that he had suggested giving entities the opportunity to complete or correct their application, and that is the scenario that he supported.

Bob Bonar commented that the Marketing Committee saw the Madden presentation, and he thinks it is a very important part of the mix, and he would recommend that we do a spring and a fall version in 2007. The Co-op Committee and the staff will need to establish the criteria so that it is fair to everyone. Mike stated that the agency and staff would create the cover and Madden would create the inside to match the style, colors, etc.

**MOTION:** Hans made a motion to reserve up to \$250,000 of the remaining co-op funds to match local non-profit ad purchases in the Madden Pre-Print newspaper inserts, and use the same criteria set out in the Co-op Program guidelines regarding who can apply. The remaining \$250,000 would be held in reserve for special opportunities, and staff will develop the criteria to determine what qualifies as a special opportunity. The motion was seconded by Mona and passed. Those board members voting against the motion were: Steve Lindburg, Shelleice, Colin, and Jeff.

Steve Burr asked Dave Williams to give the board an update on the co-op projects that have been funded to include whether or not they were carried out as submitted as well as a progress report. Shelleice asked that the board get an update each month at the board meeting. She also recommended that the board members review question 12 of the application and possibly revise it.

### **Marketing Committee Report**

Shelleice reported that Denise Miller presented the Advertising Effectiveness Report for Wave 1 and invited Denise to present it at this meeting. (A copy of the Executive Summary of the report is on file and available at the Utah Office of Tourism.)

Raelene Davis presented an overview of the Utah Skier/Snowboarder Survey done by Wikstrom Economic & Planning Consultants. The survey was conducted between December 13, 2005 and April 13, 2006 at all 13 of Utah's alpine ski/snowboard resorts. The report provides a complete profile of the Utah skier and snowboarder for the 2005-2006 season. A total of 4,062,188 skiers/snowboarders hit the slopes and is the first time skier days topped the 4 million mark. (A copy of the Executive Summary of the report is on file and available at the Utah Office of Tourism.)

Mike Deaver presented a recap of the winter plan:

Television	\$1,772,200
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Print	119,600
On-line	143,200
Warren Miller film sponsorship	350,000
Travelocity	80,000

TOTAL        \$2,465,000

Mike showed some of the B-roll footage that has been shot in southern Utah and showed the Ski Utah ad that is currently running.

Nathan Rafferty commented that he has attended some of the Warren Miller events where the movie has been shown and the reaction has been very positive and exciting. Utah is highlighted in about 18 segments and it really showcases our snow. The athletes used in the filming are locals and they looked fabulous.

Mike gave a presentation regarding interactive kiosks that could be installed in the welcome centers and/or other locations. These kiosks are unique because they have an International Language Connect and come with a patented multilingual keyboard. This technology allows the user to browse the web, send e-mail, or create documents all in the comfort of their own language. By simply touching the flag of their language of choice, the keyboard and screen change to any of up to 13 different languages. Each unit includes the multilingual keyboard, a 15" touch screen, and a 17" 'information screen' that can be remotely managed to customize any message we want the public to see, i.e. local events, weather, attractions, etc. Each unit also comes with a 500-sheet laser printer.

**MOTION:** Steve Lindburg made a motion to approve spending up to \$200,000 to purchase kiosks. The motion was seconded by Steve Burr and passed unanimously.

**MOTION:** Shelleice made a motion to begin negotiations with Madden to spend up to \$200,000 on the shell of the inserts. The motion was seconded by Bob Syrett and passed unanimously.

**MOTION:** Shelleice made a motion to spend \$10,000 from the Special Opportunity Fund to expand our presence at the New York Times Travel Show. The motion was seconded by Colin and passed unanimously.

Mike reported that the first truck with the wraps of scenic shots of Utah will be on the road November 9 with the rest being on the road by Thanksgiving. All five national parks will be highlighted as well as skiing in Utah. We will do a PR campaign when all of the trucks are on the road.

### **Director's Report**

Leigh asked Nan to give a legislative update. Nan reported that UTIC has focused on a grass roots effort to do candidate visits throughout the state to increase the vision for tourism and the importance of the economic impact. She thanked Steve Burr and Dave Williams for their help with the White Paper that UTIC prepared.

Leigh reported that the National Tour Association convention is being held in SLC. Leigh, Mike, and

Patti will be attending World Travel Market in London next week. Leigh will also be going to Mexico with Nathan and Raelene in a couple of weeks to promote Utah's ski product.

The Park City Performing Arts have invited UOT to partner with them on a tent during the Sundance Film Festival. They would use it to host dinners in the evening and we could use it as a hospitality tent during the day. The cost would be \$100,000.

**MOTION:** Colin made a motion to support this proposal and give Leigh the green light to negotiate this partnership up to \$100,000. The motion was seconded by Bob Bonar and passed unanimously.

Steve Burr distributed printed copies of a power point presentation titled 'The Economic Impact of Tourism and Outdoor Recreation' that he presented to the Tech Breakfast on September 22. He noted that recreation contributes \$730 billion annually to the U.S. economy and supports nearly 6.5 million jobs across the U.S. It generates \$88 billion in annual national and state tax revenues, as well as \$289 billion annually in retail sales and services across the United States. Leisure travel and America's great outdoors is a powerful combination. Public lands will continue to increase in importance as a primary destination for a growing number of outdoor recreation activities centered in highly scenic landscapes and natural resources.

Steve commented that he would like to see the public lands sector become more involved in the Tourism Conference scheduled next spring.

### **December & January Board Meetings**

The December board meeting will be held December 14 at the Hilton Hotel in conjunction with the Film Commission's luncheon. The January meeting will be held in Salt Lake City with the location to be determined.

Meeting adjourned at 12:30 p.m.